Contents

VOLUME 28, NUMBER 1, JANUARY 2004

1 Editorial

2 The development of consumer protection in Saudi Arabia *David Morris and Maha Al Dabbagh*

14 Sensory characteristics of *fufu* prepared with cassava roots (*Manihot esculenta* Crantz) stored in polyethylene sacks *Clara Opare-Obisaw, Isaac Kojo Asante and Ekua Koba Annan*

18 Alcohol abuse among adolescents: regional evidence from Spain *Rosa Duarte and José Alberto Molina*

28 UK food shopping in the 1950s: the social context of customer loyalty *Phil Lyon, Anne Colquhoun and Dave Kinney*

40 The acceptability of different types of soymilks available in Cape Town in consumers from high and low socio-economic areas *Astrid Hinze, Cheryl Karg, Maryke van Zyl, Nazreen Mohamed and Nelia P. Steyn*

49 The effect of the length of soaking time on trypsin inhibitor, crude protein and phosphorus contents of soybeans (*Glycine max*) *Marie J. Lachance, P.P. Mumba, F. Chilera and G. Alinafe*

55 A consumer education programme based on the Transtheoretical Model of Change *Jing Jian Xiao, Barbara O'Neill, Janice M. Prochaska, Claudia M. Kerbel, Patricia Brennan and Barbara J. Bristow*

66 Fashion groups, gender, and boredom proneness *Cathryn M. Studak and Jane E. Workman*

75 Modelling purchasing decisions of seafood products: a case study of Mumbai, India *Soumil Bharat Redkar and Shekar Bose*

83 Exploring the relationship between money attitudes and Maslow's hierarchy of needs *Mark Oleson*

93 Book reviews

VOLUME 28, NUMBER 2, MARCH 2004

95 Editorial

97 Consumer education in the UK: new developments in policy, strategy and implementation *Carol Brennan and Katrina Ritters*

108 Consumer education between 'consumership' and citizenship: experiences from studies of young people *Jette Benn*

117 Combating deceptive advertisements and labelling on food products – an exploratory study on the perceptions of teachers *Theresa Lai Yeung Wai-ling*

127 The golden age of protein: an initial teacher training perspective on the biological role of proteins in our everyday lives *Liz Lakin*

135 Dimensional analysis of schoolchildren's food label comprehension: a pilot study *Stephen A. Stuart, Monika Schröder, Alan Hughes and John Bower*

147 Consumer use of the internet for health information: a survey of primary care patients *Gina Dolan, Rachel Iredale, Robert Williams and Jamal Ameen*

154 Influences of question wording on levels of support for genetically modified organisms *Jane Kolodinsky, Thomas Patrick DeSisto and Rashmi Narsana*

168 Consumer value conflicts surrounding ethical food purchase decisions: a focus on animal welfare *Monika J.A. Schröder and Morven G. McEachern*

178 Will consumers accept irradiated food products? *Rodolfo M. Nayga Jr, Arsen Poghosyan and John P. Nichols*

186 Risk management behaviour by the Northern Ireland food consumer *Roy Nelson*

194 Making patient medication safer for all: an action research approach *Nicholas Gould*

202 Can we learn to live differently? Lessons from Going for Green: a case study of Merthyr Tydfil (South Wales) *Andrea J. Collins*

VOLUME 28, NUMBER 3, JUNE 2004

213 Editorial

214 Ethical consumerism: a view from Finland *Outi Uusitalo and Reetta Oksanen*

222 Measuring physical access to 'healthy foods' in areas of social deprivation: a case study in Cardiff *Clifford M. Guy and Gemma David*

235 Food choice, nutrition education and parental influence on British and Korean primary school children *Fiona S.W. McCullough, Seunghee Yoo and Paul Ainsworth*

245 The role of dietary information in women's whole milk and low-fat milk intakes *Sora Kim and Robin A. Douthitt*

255 Product attributes and consumer acceptance of nutritionally enhanced genetically modified foods *Ferdaus Hossain and Benjamin Onyango*

268 Creating a satisfying internet shopping experience via atmospheric variables *Letecia N. McKinney*

284 Indian food in the UK: personal values and changing patterns of consumption *Helen White and Katerini Kokotsaki*

295 The reluctant Hong Kong consumer: purchasing travel online *Ailsa Kolsaker, Liz Lee-Kelley and Pui Ching Choy*

305 The ownership and use of small kitchen domestic appliances: case study, Liverpool *Aglaia Efstathiou, Diane Grant and Sheila M. Maxwell*

312 Book reviews

VOLUME 28, NUMBER 4, SEPTEMBER 2004

315 Editorial

317 Family life in grocery stores – a study of interaction between adults and children *Anette Pettersson, Ulf Olsson and Christina Fjellström*

329 The influence of children on parental purchases during supermarket shopping *George Wilson and Katie Wood*

337 The role of parental influence and additional factors in the determination of food choices for pre-school children *Lindsay J. Taylor, Marie Gallagher and Fiona S.W. McCullough*

347 Dieting among adolescent females – some emerging trends *Elaine Mooney, Heather Farley and Chris Strugnell*

355 The dietary and health behaviour of young people aged 18–25 years living independently or in the family home in Liverpool, UK *Lucy J. Beasley, Allan F. Hackett and Sheila M. Maxwell*

364 Children's advertising: the ethics of economic socialisation *Chris Preston*

371 Adolescent consumers: reaching them, border crossings and pedagogical challenges *Anna-Maija Ahava and Päivi Palojoki*

379 Consumer education: creating consumer awareness among adolescents in Botswana *Carole J. Makela and Selinah Peters*

388 Finnish young people's narrative construction of consumer identity *Minna Autio*

399 A cross-cultural exploration of materialism in adolescents *Allen D. Schaefer, Charles M. Hermans and R. Stephen Parker*

412 Electronic shopping: young people as consumers *Olalonpe Ige*

428 Book reviews

430 Book reviews

VOLUME 28, NUMBER 5, NOVEMBER 2004

433 College students' consumer competence: a qualitative exploration – *Marie J. Lachance and Nadia Choquette-Bernier*

443 Investigating the need for consumer education among Turkish secondary school students – *Eda Purutcuoglu and Meltem Bayraktar*

454 American youth consumption of licit and illicit substances – *Yoon G. Lee and Mohamed Abdel-Ghany*

466 Impact of directed-to-consumers marketing strategies on firm market value – *Raquel Ortega*

470 Book review

472 Peer Review 2004

479 Author Index

481 Keyword Index